WNCT 10

VNINOSVA VNINOSVA VNINOSVA

3221 S. Evans St. (252) 355-8542 Greenville, NC 27834 252-355-8500 3221 South Evans Street on your side online Greenville, NC 27834 WNCT

CONTRACT

And:

Alexandria, VA 22314 815 Slaters Lane National Media

	Contract / Revision		Alt Order #	
	881651	/ 2	25193173	
Product				
NC				
Contract Dates	Estimate #			
10/25/16 - 10/31/16	6964			
Advertiser		<u>Ori</u>	Original Date / Revision	Revision
POL/Richard Burr for Senate	nate	0	06/20/16	/ 10/20/16
**************************************	Billing Cycle	Billing Calendar	endar	Cash/Trade
	EOM/EOC	Broadcast		Cash
	Property	Account Executive	xecutive	Sales Office
	WNCT	Katz Washington	nington	Katz/Washingto
	Special Handling	gni		
	*			
	Demographic			
	Adults 35-64			
				Total Ratings
				216.90
	Agy Code	Advertiser Code	Code	Product 1/2
	9914097	475		894
	Agency Ref		Advertiser Ref	Ref
	IN302/SP102/SP1137/	/SP1137/,		

\$350.00	N	Z S		:30	Rating 1.80	7a-9a <u>Rate</u> \$175.00	5 WNCT 10/25/16 10/31/16 CBS This Morning <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/25/16 10/31/16W-F 2
	_	Z S		:30	Rating 3.30	9a-1030a <u>Rate</u> \$200.00	4 WNCT 10/25/16 10/31/16 CBS Sunday Morning Start Date
	თ	Z Z		:30	Rating 4.00	6a-7a <u>Rate</u> \$200.00	3 WNCT 10/25/16 10/31/16 Local News @ 6a Start Date
	2	Z Z		:30	Rating 1.10	5a-530a <u>Rate</u> \$15.00	E 2 WNCT 10/25/16 10/31/16 Local News @ 5a Start Date
	_	Z		:30	Rating 1.80	530a-6a <u>Rate</u> \$20.00	E 1 WNCT 10/25/16 10/31/16 Local News @ 530a Start Date
	Spots	Type	Rate Rtn TypeSpots	Spots/ Length Week	Days	Start/End Time	*Line Ch Start Date End Date Description

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nowithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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3221 S. Evans St. (252) 355-8542 Greenville. NC 27834 252-355-8500 WNCT CO WINOSWA PLACIN NABELS VE

WNCTacom Greenville, NC 27834 3221 South Evans Street WNCT

	Contract / Revision	Alt Order #
Contract Dates	Product	Estimate #
10/25/16 - 10/31/16	NC	6964
Advertiser	Origi	Original Date / Revision
POL/Richard Burr for Ser		06/20/16 / 10/20/16

\$150.00	, .	MN	:30		10p-11p	6 48 Hours	14 WNCT 10/25/16 10/31/16
						ле 32	Credited made good partially in line 32
		\$125.00 2.70 NM	:30	MTUWThF	7p-730p	Credited made good partially in line 32 WNCT 10/25/16-10/31/16 Entertainment Tonight	Credited made good partially in line 32 4 WNCT 10/25/16-10/31/16
		Rate Rtg Type \$125.00 2.70 NM	<u>Length</u> :30	ime Weekdays MTuwThF	Start/End Time 7p-730p	<u>Description</u> 16 Entertainment Tonight	<u>Spot Ch</u> <u>Date Range</u> 3 WNCT 10/25/16-10/31/16
\$375.00	ω	Z S	:30	Rating 2.70	7p-730p <u>Rate</u> \$125.00	6 Entertainment Tonight Weekdays Spots/Week MTWTF 5	E 13 WNCT 10/25/16 10/31/16 Start Date End Date Week: 10/25/16 10/31/16
\$1,125.00	(h	M	:30	Rating 5.70	730p-8p <u>Rate</u> \$225.00	6 Family Feud Weekdays Spots/Week MTWTF 5	12 WNCT 10/25/16 10/31/16 <u>Start Date</u> <u>End Date</u>) Week: 10/25/16 10/31/16
\$2,500.00	(J)	Z S	:30	Rating 4.10	6p-630p <u>Rate</u> \$500.00	6 Local News @ 6p Weekdays Spots/Week MTwTF 5	11 WNCT 10/25/16 10/31/16 Start Date End Date Week: 10/25/16 10/31/16
\$1,200.00	2	NM	:30	Rating 4.20	630p-7p <u>Rate</u> \$600.00	6 CBS Evening News Weekdays Spots/Week MT 2	E 10 WNCT 10/25/16 10/31/16 Start Date End Date Week: 10/25/16 10/31/16
\$100.00		NM	:30	Rating 1.30	7p-730p <u>Rate</u> \$100.00	6 Sa 7p-730p News Weekdays Spots/Week	9 WNCT 10/25/16 10/31/16 Start Date End Date Week: 10/25/16 10/31/16
\$125.00	т	NIM	:30	Rating 3.50	6p-630p <u>Rate</u> \$125.00	6 Local News @ 6p Su Weekdays Spots/WeekS 1	8 WNCT 10/30/16 10/30/16 Start Date End Date Week: 10/25/16 10/31/16
\$325.00	ζη	N	:30	Rating 1.60	4p-5p <u>Rate</u> \$65.00	6 Dr Phil Weekdays Spots/Week MTWTF 5	7 WNCT 10/25/16 10/31/16 <u>Start Date</u> <u>End Date</u> Week: 10/25/16 10/31/16
\$450.00	თ	NM	:30	Rating 2.70	12p-1230p <u>Rate</u> \$75.00	6 Local News @ 12p Weekdays Spots/Week MTWTF 6	E 6 WNCT 10/25/16 10/31/16 Start Date End Date Week: 10/25/16 10/31/16
				Rating	Rate	Weekdays Spots/Week	Start Date End Date
Amount	Spots	Rate Rtn Type Spots	Spots/ Length Week	Days	Start/End Time	ite Description	*Line Ch Start Date End Date Description

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Notwithstanding to whom bilts are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bilts rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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WNCT S DANOSHI DANOSHI

3221 S. Evans St. Greenville, NC 27834 252-355-8500 WNC Iscom Greenville, NC 27834

(252) 355-8542 3221 South Evans Street WNCT

	Contract / Revision	Alt Order #
	881651 / 2	25193173
Contract Dates	Product	Estimate #
10/25/16 - 10/31/16	NC	6964
Advertiser	<u>O</u>	Original Date / Revision
POL/Richard Burr for Ser		06/20/16 / 10/20/16

\$400.00		NM	:30	Rating 4.80	7p-8p <u>Rate</u> \$400.00	Spots/Week	6 60 Minutes Weekdays	%/16 10/31/16 End Date 10/31/16	24 WNCT 10/25/16 Start Date E Week: 10/25/16 11
\$500.00		NM	:30	Rating 7.70	9p-10p <u>Rate</u> \$500.00	Spots/Week	Weekdays	//16 10/31/16 End Date 10/31/16	E 23 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$600.00	_	N	:30	Rating 8.10	9p-10p <u>Rate</u> \$600.00	2 Broke Girls/Odd Couple eekdays Spots/Week	} ≶	/16 10/31/16 End Date 10/31/16	E 22 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$375.00	٠.	MN	:30	Rating 5.60	8p-9p <u>Rate</u> \$375.00	Spots/Week 1	6 NCIS LA Weekdays	/16 10/31/16 End Date 10/31/16	E 21 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$500.00		ZM	:30	Rating 7.70	10p-11p <u>Rate</u> \$500.00	Spots/Week	6 Blue Bloods Weekdays F	/16 10/31/16 End Date 10/31/16	20 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$600.00	_	NM	:30	Rating 6.00	10p-11p Rate \$600.00	Spots/Week	6 NCIS New Orleans Weekdays Spots	/16 10/31/16 End Date 1 10/31/16	E 19 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$600.00		NM	:30	Rating 6.00	10p-11p <u>Rate</u> \$600.00	Spots/Week	6 Scorpion Weekdays M	10/31/1 <u>nd Date</u> 0/31/16	E 18 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$650.00	_	NM	:30	Rating 12.40	8p-9p <u>Rate</u> \$650.00	Spots/Week	6 NCIS Weekdays -T	/16 10/31/16 End Date 1 10/31/16	17 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$90.00	ے	NIM	:30	Rating 1.90	8p-9p <u>Rate</u> \$90.00	Spots/Week 1	6 Sat Hour 1 Weekdays S-	/16 10/31/16 End Date 10/31/16	16 WNCT 10/25/16 Start Date E Week: 10/25/16 1
\$90.00	_	NM	:30	Rating 2.10	9p-10p <u>Rate</u> \$90.00	Spots/Week	6 Sat Hour 2 Weekdays	/16 10/31/16 End Date 10/31/16	15 WNCT 10/25/16 Start Date E Week: 10/25/16 1
				Rating 4.50	<u>Rate</u> \$150.00	Spots/Week	Weekdays S-	End Date 10/31/16	Start Date Week: 10/25/16
Amount	Spots	Rate Rtn TypeSpots	Spots/ Length Week	Days	Start/End Time		Start Date End Date Description	Date End Da	*Line Ch Start

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WNCT Side 3221 S. Evans St. Greenville, NC 27834 252-355-8500 LANGUAN COME

on your side continue (GEV) 755 642 (252) 355-8542 WNCT 3221 South Evans Street

10/25/16 - 10/31/16 Contract Dates Advertiser Product Z O Contract / Revision 881651 Original Date / Revision 06/20/16 6964 25193173 Estimate # Alt Order # / 10/20/16

POL/Richard Burr for Ser

\$14,985.00	67		316.90	Totals				
	-			Rating 0.00	Rate \$100.00	Spots/Week	Week: 10/25/16 10/31/16S	Week: 10/25/16
\$100.00	_	N	.30		12n_1n		16 10/30/16 NEI Today	N 33 MMCT 10/30/1
				Rating 0.00	Rate \$10.00	Spots/Week 3	End Date Weekdays 10/31/16 MT-T	<u>Start Date</u> Week: 10/25/16
\$30.00	ω	MN	:30		1235a-135a	how	16 10/31/16 Late Late Show	N 31 WNCT 10/25/16 10/31/16
				Rating 2.00	<u>Rate</u> \$125.00	Spots/Week	End Date Weekdays 10/31/16S-	<u>Start Date</u> Week: 10/25/16
\$125.00	۔	M	:30		330p-7p	**	16 10/29/16 SEC Football	30 WNCT 10/29/16 10/29/16
\$0.00	0	MN	:30		1230p-330p	3	16 10/29/16 ACC Football	D 29 WNCT 10/29/16 10/29/16
				Rating 0.90	Rate \$45.00	Spots/Week 5	End Date Weekdays 10/31/16 MTWTF	<u>Start Date</u> Week: 10/25/16
\$225.00	თ	M	:30		1135p-1235a		l6 10/31/16 Late Show	E 28 WNCT 10/25/16 10/31/16
\$1,/30.00	Ú	Z	.30	Rating 2.70	11p-1135p <u>Rate</u> \$350.00	@ 11p Spots/Week 5	16 10/31/16 Local News @ 11p <u>End Date Weekdays Spots</u> 10/31/16 MTWTF	27 WNCT 10/25/16 10/31/16 <u>Start Date End Date 1</u> Week: 10/25/16 10/31/16 N
	1			1.70	\$200.00	Spots/vveek		<u>Start Date</u> Week: 10/25/16
\$200.00	_	ZZ	:30		11p-1135p		6 10/29/16 LN Sa	×
				Rating 3.00	<u>Rate</u> \$200.00	Spots/Week 1	End Date Weekdays 10/31/16S	<u>Start Date</u> Week: 10/25/16
\$200.00	1	MN	:30		11p-1135p		6 10/30/16 LN Su	25 WNCT 10/30/16 10/30/16
Amount	Spots	Rate Rtn Type Spots	Spots/ Length Week	Days	Start/End Time	<u></u>	Ch Start Date End Date Description	*Line Ch Start D:

09/26/16 -10/30/16

10/31/16 -10/31/16

Time Period

of Spots

Gross Amount

Agency Comm.

Net Amount

\$11,590.00 \$3,395.00

(\$1,738.50)(\$509.25)

otals

67

\$14,985.00

(\$2,247.75)

\$12,737.25 \$2,885.75 \$9,851.50

55 12

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WNCT
3221 South Evans Street

WNCT
3221 South Evans Street

Greenville, NC 27834
(252) 355-8542

Greenville, NC 27834
252-355-8500

Estimate #	Product	itract Dates
20100110	001001	
25163173	881651 / 2	
All Cidel #	COLLINGCI / MENISION	
×= 0 20: =	Contract (Donicion	

	881651	1	2	25193173
Contract Dates	Product			Estimate #
10/25/16 - 10/31/16	NO			6964
Advertiser			Origin	Original Date / Revision
POL/Richard Burr for Ser	~~		96	06/20/16 / 10/20/16

Signature:
Date:

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract # 25193173 CPE: 475/894/6964 Agency: NATIONAL MEDIA RESEARCH PLANNING

Changes as of: 10/20/2016 at 9:31 AM Flight: 10/25/16 - 10/31/16 Advertiser: Burr - Senate

Version: Highlighting Revision 2
Station: WNCT
Market: Greenville/New
Bern/Wash

Total \$: \$14,985.00 Total Spots: 67

	REV+ 3	REV- 1		REV+				New You	ASE INFO	
	Su REV+ 32 12n-1p	Tu-F,M REV- 13 7p-7:30p	Changes: Rate from 60 to 75	Tu-F,M REV+ 6 12n-12:30p	# Day/Time			New York, NY 10019	λ ππ + π+	
	NFL Today	ENT TONIGHT 30	60 to 75	9-YR-NEWS@NOON	DP Program					TT SOON
	\$100.00	\$125.00		\$75.00	Rate Ra		Comments: Separation: 30			815 S ALEX 22314
TOTAL	0.0	2.7		2.7 30 1 1 1 1 2 1	A3564 L Rating L		ration: 30			815 SLATERS LANE ALEXANDRIA, VA 22314
TOTALS: 13	0.0 30 0 0 0 0 0 0 0 0 0 0 0 0	30 1 \$ 0 1		30 1	Len 10/25 10/26 10/27 10/28 10/29 10/30					VA VA
6	0 0			_	5 10/26			s		Ager
10 10	0 • 0	1 0 1		1 > 2	10/27			Salesperson: JACOB ROTH 212-373-8175	ᅋ	Product: NC Agency Order#: 5111630
10	0 % 0	1			10/28			rson: J	Buyer: MediaAssistant, NMRPP	Product: NC Order#: 511
6	0 * 0	0		0	10/29			ACOB 12-373	MediaAs NMRPP	IC 111630
6		0		0		10/2		ROTH -8175	sistant,	
12	0 0				10/31	0/25 - 10/31		Assistant: JACOB ROTH 212-373-8175	Con Type: POLITICAL/VOTE	Office: WASHINGTON Primary Demo: Adults 35-64
67	-30(1)0	ω		6	Spots	Total				
67 \$14,985.00 \$69.09 216.9	\$100.00 \$0.00	\$375.00 \$46.30		\$450.00 \$27.78	45	Total		Separation:	Traffic #: 881651	Total CPP: \$69.09 Total GRP: 216.9
\$69.09	\$0.00	\$46.30		\$27.78	CPP				881651	\$69.09 216.9
216.9	0.0	8.1		16.2	GRP					



Contract # 25193173 Agency: NATIONAL MEDIA RESEARCH PLANNING CPE: 475/894/6964 Changes as of: 10/20/2016 at 9:31 AM Advertiser: Burr - Senate Flight: 10/25/16 - 10/31/16

125 West 55th St New York, NY 10019

815 SLATERS LANE ALEXANDRIA, VA 22314

Agency Order #: 5111630 Product: NC

Primary Demo: Adults 35-64

Office: WASHINGTON

Market: Greenville/New Bern/Wash

Version: Highlighting Revision 2
Station: WNCT

Total Spots: 67 Total \$: \$14,985.00

Traffic #: 881651

Total GRP: 216.9 Total CPP: \$69.09

Separation:

Buyer: MediaAssistant, NMRPP

Salesperson: JACOB ROTH 212-373-8175

Con Type: POLITICAL/VOTE

Assistant: JACOB ROTH 212-373-8175

06/16/16 9:58 AM	06/20/16 10:49 AM System	10/06/16 7:59 AM		10/19/16 2:21 PM	10/20/16 8:08 AM	10/20/16 9:18 AM	Date/Time		Special Instructions
JACOB ROTH	System	Jennifer Layman		Jennifer Layman	JACOB ROTH	Jennifer Layman	Added by	100000000000000000000000000000000000000	
Separation: 30	Notice Received.	Offer- 5x 12p News \$75 5x Late Show \$45 1x Sun 8-9p NCIS LA \$375 1x Mon 9-10p 2 Broke Girls/Odd Couple \$600 1x Wed 9-10p Criminal Minds \$700 1x Fri 8-9p Mcgyver \$350 1x Sat 330-730p College Football \$125 1x 5at News \$10 1x 5a News \$15	Line 6 5x 12p News \$60 Line 28 5x Late Show \$40 Line 29 1x Acc Football \$75 Line 19 Limitless \$375 Line 19 Limitless \$375 Line 21 Madame Secretary \$375 Line 22 Scorpion \$600 Line 22 Scorpion \$600 Line 23 NCIS NO \$600 Line 13 Entertainment Tonight \$125	Line 10 should be \$600 to be level 2	Separation: 30	Line 6 12p news rate needs to be \$75 Line 13 ET preempted 10/25 and 10/27 \$125 Offer 4x 12p news \$75 1x Sun 1030a-1130a Face the Nation \$50 1x Sun 1130a ECU Coaches Show \$100 1x Sun 12p-1p NFL Today \$100	Comment	Order Level Comments	

WCTI: 25% WFXI: 6% WITN: 41%

Market Budget: \$53,518 WNCT Share: 28% Comment:

Competitive Information

Day/Time Total

% Distrib

Daypart Summary

100%

100%

Spots 67 67

Dollars \$14,985.00 \$14,985.00

\$69.09 \$69.09

216.9 216.9

Monthly Summary

Spots

2016-Nov Total Month 2016-Oct

[2] 55 12

\$14,985.00 \$11,590,00 \$3,395.00 Dollars



Contract # 25193173 Agency: NATIONAL MEDIA RESEARCH CPE: 475/894/6964 PLANNING

Product: NC

815 SLATERS LANE ALEXANDRIA, VA 22314

Agency Order #: 5111630 Buyer: MediaAssistant, NMRPP

Salesperson: JACOB ROTH 212-373-8175

Primary Demo: Adults 35-64 Con Type: POLITICAL/VOTE

Advertiser: Burr - Senate Flight: 10/25/16 - 10/31/16

Changes as of: 10/20/2016 at 9:31 AM

Office: WASHINGTON

Market: Greenville/New Bern/Wash Station: WNCT

Version: Highlighting Revision 2

Total Spots: 67 Total \$: \$14,985.00

Total GRP: 216.9 Total CPP: \$69.09

Traffic #: 881651

Assistant: JACOB ROTH 212-373-8175 Separation:

					Transac	Transaction History		
Trans	Created/Received Created by	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	\$ Comment
5.5					ľ			Changes: Total CPP from \$68.24 to \$69.09, Total GRPs from 219.6 to 216.9.3
Revision	10/20/16 9:31 AM JACOB ROTH	JACOB ROTH	Revised			\$0	\$14,985.00	\$14,985,00 buylines added or modified.
Makegood 3	10/20/16 9:18 AM Jennifer Lavman	Jennifer Lavman	Sent To Rep			\$0	\$14,985.00	\$14,985.00 Changes: Total GIMPs from 230 to 220, Total CPM from \$65,010.85 to \$68,237.70.
C.								Changes: Total CPP from \$65.01 to \$68.24, Competitive Market Budget from \$26,375 to \$53,518, Total Spots from 69 to 67, Total GRPs from 230.5 to 219.6, User Entered \$
Revision	10/20/16 8:08 AM JACOB ROTH	JACOB ROTH	Confirmed		2	\$0	\$14,985.00	\$14,985.00 from \$0.00 to \$14,985.00, Default Spot Length to 30, 11 buylines added or modified.
Makegood 2	10/19/16 2:21 PM Jennifer Layman	Jennifer Layman	Sent To Rep			\$0	\$14,985.00	And the state of t
Makegood 1	10/6/16 7:59 AM Jennifer Layman	Jennifer Layman	Sent_To_Rep			\$0	\$14,985.00	\$14,985,00 Changes: Total GIMPs to 230, Total CPM from \$0.00 to \$65,010.85.
Queued for Electronic						}	3	
Contracting	0, 10, 10, 10, 10, 10,			3		200	200000	Application and the second and the s
New	6/16/16 9:58 AM JACOB ROTH	JACOB ROTH	Confirmed	69		\$14,985.00]	\$14,985.00	i i i i i i i i i i i i i i i i i i i

125 West 55th St New York, NY 10019

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY.

ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

125 West 55th St New York, NY 10019

Contract # 25193173 Agency: NATIONAL MEDIA RESEARCH PLANNING CPE: 475/894/6964

815 SLATERS LANE ALEXANDRIA, VA 22314

Advertiser: Burr - Senate

Flight: 10/25/16 - 10/31/16

Changes as of: 10/20/2016 at 8:08 AM

Version: Highlighting Revision 1
Station: WNCT

Market: Greenville/New Bern/Wash

Total Spots: 67 Total \$: \$14,985.00

Total CPP: \$68.24 Total GRP: 219.6 Traffic #: 881651

Product: NC Agency Order#: 5111630

Primary Demo: Adults 35-64

Office: WASHINGTON

Salesperson: JACOB ROTH 212-373-8175

Comments: Separation: 30

Buyer: MediaAssistant, NMRPP

Con Type: POLITICAL/VOTE

Assistant: JACOB ROTH 212-373-8175 Separation:

	REV+ 31	REV- 29		28		23		22		21		19		18		REV- 10	REV-2	REV- 1	#	
	M-F REV+ 31 12:35a-1:35a	Sa REV- 29 12:30p-3:30p	Changes: Rate from 40 to 45	Tu-F,M 28 11:35p-12:35a	Changes: Program I	Tu 23 9p-10p	Changes: Program I	22 9p-10p	Changes: Program t	Su 21 8p-9p	Changes: Program f	Tu 19 10p-11p	Changes: Program f	M 18 10p-11p	Changes: Rate from 500 to 600	Tu-F,M REV- 10 6:30p-7p	Tu-F,M REV- 2 5a-5:30a	Tu-F,M REV- 1 5:30a-6a	# Day/Time	
			40 to 45		rom NCIS		rom SCO		rom MAD		rom LIMIT		rom NCIS		500 to 60				DP	
	Late Late Show	ACC FOOTBALL		COLBERT	Changes: Program from NCIS:NO-CBS to Bull, Rate from 600 to 500	Bull	Changes: Program from SCORPION-CBS to 2 Broke Girls/Odd	2 Broke Girls/Odd	Changes: Program from MADM SCTRY-CBS to NCIS: LA	NCIS: LA	Changes: Program from LIMITLESS to NCIS: NO, Rate from 375 to 600	NCIS: NO	Changes: Program from NCIS:LA-CBS to SCORPION, Rate from 350 to 600	SCORPION	0	CBS EVE NWS	90N-SD MRN ED1	9ON-SD MRN ED1	Program	
	\$10.00	\$75.00		\$45.00		\$500.00		\$600.00		\$375.00		\$600.00	00	\$600.00		\$600.00	\$15.00	\$20.00	Rate	
o To	0.0	2.0		0.9		7.7		8.1		5.6		6.0		6.0		4.2	1.1	1.8	A3564 Rating	
TOTALS:		30		30		30		30		30		30		30		30	30	30	Len	
14	30 0 1	0		_		_		0		0		_		0		_	_	0	Len 10/25 10/26 10/27 10/28 10/29 10/30	0
10	0	0				0		0		0		0		0		0	0	_	10/26	1
10	0 1 0 0	0		_		0		0		0		0		0		1 ▼ 0	1 ▼ 1	1 ₩ 0	10/27	3
10		0				0		0		0		0		0		0	1 ₩ 0	0	10/28	1
6	0	1 № 0		0		0		0		0		0		0		0	0	0	10/29	4
σı	O ₩ O	0		0		0		0				0		0		0	0	0		7/6/2
12	0 ₩ 1	0		_		0				0		0		_		_	0	1 0	10/31	10/25 - 10/31
						200														31
67	ω	0		σı				1				4		_		2	2	_	Spots	Total
\$14,985.00	\$30.00	\$0.00		\$225.00		\$500.00		\$600.00		\$375.00		\$600.00		\$600.00		\$1,200.00 \$142.86	\$30.00	\$20.00	49	Total
\$68.24	\$0.00	\$37.50		\$50.00		\$64.94		\$74.07		\$66.96		\$600.00 \$100.00		\$600.00 \$100.00		\$142.86	\$13.64	\$11.11	CPP	
219.6	0.0	0.0		4.5		7.7		8.1		5.6		6.0		6.0		8.4	2.2	1.8	GRP	



Contract # 25193173 Agency: NATIONAL MEDIA RESEARCH PLANNING CPE: 475/894/6964 Changes as of: 10/20/2016 at 8:08 AM Advertiser: Burr - Senate Flight: 10/25/16 - 10/31/16 Version: Highlighting Revision 1

125 West 55th St New York, NY 10019

Special Instructions

Date/Time

10/20/16 8:08 AM 10/19/16 2:21 PM

Jennifer Layman JACOB ROTH Added by

> 815 SLATERS LANE ALEXANDRIA, VA 22314

Agency Order #: 5111630 Product: NC

Station: WNCT Market: Greenville/New Bern/Wash

Total \$: \$14,985.00

Total Spots: 67

Total GRP: 219.6 Traffic #: 881651

Total CPP: \$68.24

Separation:

Assistant: JACOB ROTH 212-373-8175

Buyer: MediaAssistant, NMRPP

Con Type: POLITICAL/VOTE

Primary Demo: Adults 35-64

Office: WASHINGTON

Salesperson: JACOB ROTH 212-373-8175

Order Level Comments

Comment

Separation: 30

Line 10 should be \$600 to be level 2

Line 6 5x 12p News \$60
Line 28 5x Late Show \$40
Line 29 1x Acc Football \$75
Line 19 Limitless \$375
Line 21 Madame Secretary \$375
Line 22 Scorpion \$600
Line 23 NCIS NO \$600
Line 13 Entertainment Tonight \$125

Notice Received.

0/06/16 7:59 AM

Jennifer Layman

06/20/16 10:49 AM System 06/16/16 9:58 AM JACOB ROTH Separation: 30

Competitive Information Day/Time Total

Market Budget: \$53,518 WNCT Share: 28% Comment:

WFXI: 6% WCTI: 25% WITN: 41%

219.6	\$68.24	\$14,985.00	67	100%
219.6	\$68.24	\$14,985.00	67	100%
GRP	CPP	Dollars	Spots	% Distrib
		Daypart Summary	Daypar	

\$14,985.00	67	Total
\$3,380.00	12	2016-Nov
\$11,605.00	55	2016-Oct
Dollars	Spots	Month
nary	Monthly Summary	

						Transac	Transaction History		
Trans		Created/Received Created by	Created by	Status	Spot+	Spot+ Spot-	\$ Chg	\$ Chg Contract \$ Comment	
Revision	on	10/20/16 8:08 AM JACOB ROTH	JACOB ROTH	Revised		ν	\$0	Changes to \$53,51 \$14,985.00 from \$0.0	Changes: Total CPP from \$65.01 to \$68.24, Competitive Market Budget from \$26,375 to \$53.518, Total Spots from 69 to 67, Total GRPs from 230.5 to 219.6, User Entered \$ from \$0.00 to \$14,985.00, Default Spot Length to 30, 11 buylines added or modified.
Makeg	pood 2	Makegood 2 10/19/16 2:21 PM Jennifer Layman	Jennifer Layman	Sent To Rep			\$0	\$14,985.00	
Printe	id on 10/	20/2016 at 08:12 AN							Page 2 of 3



Version: Highlighting Revision 1

Station: WNCT

Total Spots: 67

Total \$: \$14,985.00

Total CPP: \$68.24 Total GRP: 219.6

Traffic #: 881651

ency: NATIONAL MEDIA

RESEARCH
PLANNING

815 SLATERS LANE
ALEXANDRIA, VA

Agency Order #: 5111630

Buyer: MediaAssistant,
NMRPP

Market: Greenville/New
Bern/Wash
Product: NC

Office: WASHINGTON
Primary Demo: Adults 35-64

Primary Demo: Adults 35-64

Con Type: POLITICAL/VOTE

Created/Received Created by 10/6/16 7:59 AM Jennifer Layman Sent To Rep Status Spot+ Spot-Transaction History Salesperson: JACOB ROTH 212-373-8175 \$ Chg S \$14,985.00 Changes: Total GIMPs to 230, Total CPM from \$0.00 to \$65,010.85. Contract \$ Comment Assistant: JACOB ROTH 212-373-8175 Separation:

Queued for Electronic

Contracting

6/16/16 10:13 AM

6/16/16 9:58 AM JACOB ROTH

Confirmed

69

\$14,985.00

\$14,985.00

S

8

Trans

Makegood

125 West 55th St New York, NY 10019

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY.

ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.